

FINAL REPORT

COPYWRITING FOR PROMOTIONAL VIDEO OF ENGLISH DEPARTMENT AT POLITEKNIK NEGERI SRIWIJAYA



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY
PROGRAM POLITEKNIK
NEGERI SRIWIJAYA 2025**

APPROVAL PAGE

The Final Report titled:

**COPYWRITING FOR PROMOTIONAL VIDEO OF ENGLISH
DEPARTMENT AT POLITEKNIK NEGERI SRIWIJAYA** prepared by
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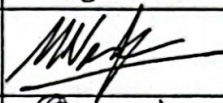
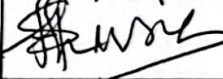
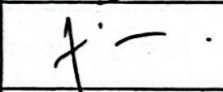



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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 30th June 2025



Fransiska Amelia Tarigas

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PREFACE

The writer would like to express gratitude to Jesus Christ for the blessings and good health that enabled the completion of this final report, entitled 'Copywriting for the English Department at Politeknik Negeri Sriwijaya, ' which fulfilled the graduation requirements.

As a student in the English Department, this topic is highly relevant to the writer's field of study, particularly in the areas of professional communication and language application in real-world contexts. The motivation behind this project stems from the observation that the English Department has not received sufficient promotional attention, which may affect its ability to reach and attract potential students. As a student of this program, the writer felt it was important to contribute by developing compelling and informative copy that reflects the department's strengths and opportunities.

During the process, the writer faced several personal challenges, especially in finding the right tone, maintaining clarity while being persuasive, and balancing creativity with accuracy. The writer hopes this report can serve as a useful reference for the department's future promotional efforts, inspire fellow students working on similar projects, future students of the English department at Politeknik Negeri Sriwijaya, and offer insights into how language can be used as a powerful tool to support education and outreach.

Although every effort has been made to ensure the accuracy and relevance of this proposal, the writer acknowledges that it may still contain shortcomings. Constructive feedback and suggestions are highly welcomed to improve the quality of this work.

Fransiska Amelia Tarigas

ABSTRACT

This study aims to develop persuasive copywriting for a promotional video to enhance the visibility of the English Department at Politeknik Negeri Sriwijaya. By leveraging the AIDA (Attention, Interest, Desire, Action) framework and persuasive writing techniques, the project creates compelling scripts in both English and Bahasa Indonesia to attract prospective students and broader audiences. The study employed a qualitative descriptive approach and the Research and Development (R&D) method by Borg and Gall (1983). It focused on literature review, documentation, and interviews with four relevant experts who were chosen purposively: content, script, and language experts to refine its effectiveness. The gathered data were analyzed thematically. The findings showed that effective academic copywriting requires improving the hook to better capture interest, refining testimonials for clarity and emotional impact, enhancing the conclusion's emotional pull, adding urgency to the call to action, and improving flow with smoother transitions and clearer subheadings were also recommended. Technical corrections included avoiding colons in subheadings, adjusting capitalization, and italicizing foreign loanwords to meet linguistic norms. The expected outcome is a well-crafted promotional script that highlights the department's vocational focus, qualified lecturers, and international opportunities.

Keywords: Copywriting, Educational Branding, English Department Promotion, Promotional Script

ACKNOWLEDGMENT

The writer would like to give appreciation to all the important people who have supported the completion of this final report:

1. My first advisor, Dr. Sri Gustiani, S.Pd, M. TESOL., and my second advisor, Ms. Wirda Ningsih, S.Pd., M.A. Thank you for your valuable guidance, suggestions, knowledge, and patience throughout the consultation process of this final report.
2. My beloved parents, Mr. Petrus Baliano and Mrs. Natalia Rita, thank you for the great support, both financial and emotional, and advice in encouraging me to remain strong and keep my spirit alive throughout my college journey.
3. All the experts, Dr. Welly Ardiansyah, SS., M.Pd., Mrs. Aisyah Shahab, S.Pd., M.Pd., Mrs. Ayu Octarina, S.Pd., M.Pd., Mr. Ahmad Khoirul Akhir Tanjung, M.Hum, who have contributed their knowledge, information, support, and suggestions to the improvement of the product.
4. Honorable examiners, Mr. M. Nadjmuddin, M.A., Mrs. Sri Endah Kusmartini, M.Pd., Mrs. Nian Masna Evawati, S.Pd., M.Pd., Ms. Mutia Nasution, M.Hum., who have reviewed the report and provided value feedback and time for revisions.
5. All the honorable lecturers and administrative staff in Language and Tourism Department.
6. Heartfelt appreciation is also expressed to my second families Marsya, Nabila, Jovanka, Rizky, Algis, Niko, Fathur, Amanda, Ogalamsi, and Juanda “Sosialisasi”, “ToryBoo” teams, and my LA mentoring buddies, thank you for supporting and encouraging me during my studies away from home and thank you for all the times we have been through for hardest time, sadness, happiness, and togetherness.
7. All my family, my brother and sister, and my cousins, thank you for supporting me mentally during my college years and while writing this final report.
8. My BA classmates, thank you for the time we have spent together during this 3-year journey. I am grateful to be part of this class.
9. My “Trio Kwekwek” girlies, Nandas and Shela, thank you for being my partner at the beginning of this final report and thank you for always keeping me up through my hard time.

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